Faces of Philanthropy is a relatively young publication of Baptist Health Foundation. Beginning in 2010, six issues have been published to share real life donor stories and their philanthropic motives, introduce new health and medical programs that better serve our region, and recognize our donors through their volunteer activities. In this issue, we are covering all of these objectives. For the rest of my column, however, I want to tell you about Baptist Health Foundation as a group of volunteers.

Composed of a tremendously active and generous group of volunteers, Baptist Health Foundation currently has 31 members who are committed to the mission and vision of the health system. Whether their affinity is to one or more of the four adult hospitals or Wolfson Children’s Hospital, they all have a common interest — seeking private support for health care in our region. Every member is a donor and has earned the right to ask others for support. We appreciate their fervor because it translates into one of the best run and organized foundation boards in Northeast Florida.

The story on page 20 illustrates their enthusiasm to serve. On February 28 and March 1, 2014, the members met for a board retreat which included their annual meeting. Six new members were installed (profiled on pages 20 and 21), bylaws were revised and lengthy discussions were held on the topic of how grateful patients can lead to increased support for the health system. The new “Grateful Patient Program” is important because many times, patients who have had a positive experience want to express their gratitude. The Foundation’s role is to help facilitate the ways they can do so.

Physicians played an integral role at the retreat as well. Four physician board members attended, which highlights their commitment to help Baptist Health in any way possible.

Securing a healthy philanthropic future is the goal of Baptist Health Foundation. As we experience continuing regulations and the ever-changing health care landscape, private support — your support — will become increasingly important.

Thank you for all that you have done and will do for Baptist Health.

Sincerely,

Pierre N. Allaire, PhD
Vice President and Chief Development Officer
Baptist Health Foundation
A legacy of anglers for children’s health care
The annual Wolfson Children’s Bass Tournament aims to raise $5 million for Wolfson Children’s Hospital.

A heart for their community
Tom and Cheryl Rackley support cutting-edge heart care for the Beaches community.

Keeping the support local
Jan Cowan gives a very personal gift to support the region’s only children’s hospital.

Giving Circles: A common interest in fundraising
Giving Circles work to raise funds for Wolfson Children’s Hospital.

Leading the charge for Nassau County
A love for her community led Betty Pickett Cook to support needs at Baptist Medical Center Nassau.

Advocates for the aging population
Diverse donors support the quality of life for Northeast Florida seniors.

Baptist Health Foundation Board Retreat
An active group of community volunteers plan for the future of Baptist Health Foundation.

On the cover: Tom and Cheryl Rackley

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The Plant Facilities department plays an integral role at Baptist Health. The staff maintains our facilities, oversees construction projects, performs repairs, enhances infection control and patient safety protocols, develops energy management systems and other critical services. No doubt, plant facilities employees are vital to the day-to-day operations of Baptist Health.

In 1989, the Plant Facilities department and their director, Paul Singletary, added an additional task to their to-do list: fundraising.

That year, they made it their mission to help fund capital improvements, including structural updates and renovations, and technological advancements for patients at Wolfson Children’s Hospital. To raise the necessary funds to complete these
enhancements, Paul and his staff started the Wolfson Children’s Hospital Bass Tournament with a goal that was anything but simple.

To maximize the amount of money they could raise for Wolfson Children’s, they aimed to have their tournament become the largest in the state and ensure the children of our region would have access to the most state-of-the-art treatment available. A planning committee was formed, made up of Baptist Health leadership, engaged hospital vendors and interested members of the community.

Edsel Smith, project manager with Smith Brothers Plastering, has been a committee member for 22 years and recruits and coordinates all of the volunteers for the event. It’s his job to make sure enough volunteers are committed to handle the logistics of the three-day event. Using his self-proclaimed “gift of gab” and his relationships, he talks to just about everyone he meets about the tournament to recruit volunteers.

“When I first joined the committee, we had around 200 boats at the tournament,” Smith says. “I’ve seen it grow to as many as 600 boats one year. That many fishermen and spectators takes a lot of planning and organization.”

Each year, both competitive bass fishermen and casual anglers join together in the “Bass Capital of the World,” Palatka, Fla., to help the patients of Wolfson Children’s Hospital. Now in its 25th year, the tournament has grown into one of the largest bass fishing tournaments in the state and has raised more than $2 million since it first began.

To kick off the benchmark 25th year, the tournament committee has a new objective within its sights. They have established the Wolfson Bass Tournament Endowment Fund, with the goal of reaching $2 million in five years. Utilizing Baptist Health’s newly created matching gift program, tournament proceeds will be matched at 150 percent, meaning the endowment will be worth $5 million when it is fully funded. And that’s no fish tale.

“It’s a lofty goal,” says tournament chair, Brian Seay, vice president of the Healthcare division of Miller Electric Company, “but we’re excited for the challenge and know this endowment will create a legacy for the tournament and will be used to help patients far into the future.”

Funds from the endowment will be used to assist Wolfson Children’s Hospital with patient, equipment and staff education needs. Committee members have expressed their desire to help lighten the load on the children and parents as much as they can. With this endowment, necessary equipment can be purchased to provide the best treatment possible. Patients who are in need of additional support will receive assistance and staff will have the option to seek additional educational
opportunities, all of which will help provide the highest quality of care for patients and their families.

“We do it for the kids. How can anyone walk through Wolfson Children’s and not be moved to help?” Smith wonders. “At the tournament a few years ago, I was able to talk one-on-one with one of our event honorees and learn all about his medical struggles. He was about 16 years old and was going through things that no person, especially a child, should have to think about. A short conversation like that puts all of the hard work and time into perspective and makes you want to work even harder.”

And work harder is just what the committee continues to do. The tournament grows every year — thanks to generous sponsors, participants and volunteers — who contributed more than $200,000 to Wolfson Children’s Hospital in 2013. Last year’s tournament drew 596 registered boats, 1,192 fishermen, and 140 volunteers and supporters. With hopes that this year will be the biggest yet, the committee is ready to reel in additional support to set them on course for reaching their five-year endowment goal.

If you would like to become a sponsor or participate in the tournament, registration is now open and full details are available at wolfsonbasstournament.com.
The beneficiary of Bass Tournament funds, Wolfson Children's Hospital, recognizes that our greatest hope today is a tomorrow for sick and injured children. In the history of the tournament, more than $2 million has been raised for our region's children and Wolfson Children's Hospital's not-for-profit mission.

May 15 – Lads & Lasses Tournament
May 16 – VIP & Friends Tournament
May 17 – The 25th Annual Wolfson Children’s Hospital Bass Tournament

To register, become a sponsor or learn more:
www.wolfsonbasstournament.com
904.202.2919

A portion of all gifts to Wolfson Children’s Hospital Bass Tournament will be matched by Baptist Health for the Wolfson Bass Tournament Endowment Fund. For more information, please contact Baptist Health Foundation at 904.202.2919.
“People don’t often think about their local hospital and the services provided. They just know it’s there and want it to be the best, should they ever need care. When learning I had to ‘cross the bridge’ to receive treatment, we realized there was an unmet need here in our community,” Cheryl recalls.

Tom and Cheryl Rackley have been residents of Jacksonville’s Beaches communities for 17 years. In addition to their shared love of travel and scuba diving, they have something else in common: a family history of cardiovascular disease. When Cheryl had a scare last year and needed the services of a cardiac catheterization lab, it required them to travel downtown to Baptist Medical Center.
It’s our hope that the gift will help the hospital grow, and more importantly, save a lot of lives.”

Cheryl Rackley

Jacksonville. Although happy with her treatment and outcome, they knew something needed to be done to make the same treatment available in their own community.

The Rackleys have been involved with Baptist Medical Center Beaches for many years, watching it grow in size, capabilities and recognition, and helping with philanthropic efforts to ensure advanced medical care is easily accessible for Beaches residents. Tom is even a member of the Baptist Beaches Development Council, working with other community members to promote awareness and philanthropic giving towards the hospital.

Prior to her cardiac episode, Tom and Cheryl had met with Heaton Smith Group, a boutique legacy planning firm which works with Baptist Health Foundation and many of its donors. Through the group’s values-based planning process, they discovered their ideas and priorities on philanthropic giving aligned and knew the two of them could do more to support their community.

They made a gift to support a state-of-the-art diagnostic Cardiac Catheterization Lab at Baptist Beaches, The Rackley Center for Cardiac and Interventional Radiology, which officially opened in April 2013. Now, Beaches residents can receive the same advanced diagnostics within a comprehensive heart care program close by, without having to leave their neighborhood.

The gift was provided through a Charitable Remainder Unitrust (CRUT). Establishing a CRUT allowed the Rackleys to benefit from an immediate tax deduction and ongoing retirement income, while supporting enhanced cardiac care at Baptist Beaches. For more information on how CRUTs work, see page 9.

“The Heaton Smith Group helped shine a light on some things we had not discussed previously. Although the group never tried to sell us anything, nor did they push the idea of giving to Baptist Health, their guidance was instrumental in helping us make our decision,” explains Tom.

“It’s our hope that the gift will help the hospital grow, and more importantly, save a lot of lives.”

Cheryl Rackley

“Heart disease is the number-one killer in men and women,” says cardiovascular disease expert Pamela Rama, MD, medical director of Baptist Beaches’ Cardiac Rehabilitation Center. “The addition of the new Cardiac Catheterization Lab is a great asset to our community. Minutes really do make a life-saving difference when it comes to treating problems with the heart.”

In addition to the new cardiac capabilities, physicians are also using the lab to perform interventional radiology procedures including declotting for dialysis patients and inter-arterial chemotherapy for tumors and tumor ablation, services that Beaches residents have historically had to travel to other areas of town to receive.
We are grateful to the Rackleys for their generosity, not to mention their engagement. They truly understand the importance of continually enhancing our services for the good of our community.

Joe Mitrick
President
Baptist Medical Center Beaches

“The new dual-procedure lab provides a more complete range of both cardiac and vascular care right here in the Beaches community, which means less need for patients to leave the community for medical care,” explains Joe Mitrick, president of Baptist Medical Center Beaches. “We are grateful to the Rackleys for their generosity, not to mention their engagement. They truly understand the importance of continually enhancing our services for the good of our community.”

Even more recently, the Rackleys have added to their support by generously establishing the Thomas and Cheryl Rackley Beaches Cardiology Endowment Fund.

This gift will support various cardiology needs, provide for equipment purchases and upgrades and enhance cardiac services at Baptist Medical Center Beaches. One of the primary motivators to establish this endowment was the opportunity to participate in Baptist Health’s endowment matching gift program. The Rackley’s endowment gift total will be matched by Baptist Health, ensuring the future of cardiac care at Baptist Medical Center Beaches is second to none for generations to come.

“It’s our hope that the gift will help the hospital grow, and more importantly, save a lot of lives,” says Cheryl. “We also want to help get the word out about the need for support like this. In order to have the best health care available, Baptist needs help from the community.”

“We both agreed that our number one priority for our charitable giving is Baptist Beaches, specifically the heart program,” Tom says. “The leadership, physicians and nursing staff are so compassionate and have our utmost confidence. What more could you want in a beneficiary of your support?”

We are grateful to the Rackleys for their generosity, not to mention their engagement. They truly understand the importance of continually enhancing our services for the good of our community.

Joe Mitrick
President
Baptist Medical Center Beaches
Leaving a Legacy with a Charitable Remainder Trust

As Tom and Cheryl Rackley have discovered, a charitable remainder trust is an exceptional way to plan a gift. The Rackleys are leaving a legacy for the important health care mission of Baptist Health. In addition, the trust offers many financial planning advantages which include extra retirement income from a diversified investment portfolio in a tax-free trust, a generous income tax charitable deduction, escape from capital gains tax and reduction of potential estate tax.

The income earned by a charitable remainder trust can either be a fixed percentage of at least five percent of an annually revalued principal (unitrust format) or a fixed dollar amount (annuity trust format). The unitrust allows increased income as the trust grows through its investments and/or by additional gifts to the principal. The opportunity for increasing income over time is why the unitrust is the most popular format.

Income tax will be owed on the annual payments; however the trust itself does not owe tax. The charitable remainder trust offers tax-free growth similar to an IRA. Appreciated assets such as stock or real estate donated to the trust can be sold without the payment of capital gains tax, saving 15 percent or 20 percent of the value depending on the donor’s tax bracket. This tax savings is then invested in a diversified portfolio to earn additional income. The donor may oversee investments as trustee or may select other qualified persons to serve as trustee.

In the year gifts are made to the charitable remainder trust, a significant income tax charitable deduction is available. This deduction is reduced by the actuarial projection of future income. In the case of the Rackleys, the remainder of the trust is donated to Baptist Health at the end of the trust term, which can be for the lifetime of the donors or loved ones or for a period not to exceed 20 years. And the ultimate gift to Baptist Health completely escapes any potential estate tax. The Rackleys have chosen a truly exceptional venue for leaving their legacy and supporting an aspect of health care that is a priority to them, advancing cardiac care at Jacksonville’s Beaches and Baptist Medical Center Beaches.

Phil Purcell, CFRE, MPA/JD
Senior Consultant
Heaton Smith Group
keeping the support local

Jan Cowan
When asked why Jan Cowan chose to bequeath her home to Wolfson Children’s Hospital, her answer was simple: “Because it’s here.” She added, “I know that a gift to Wolfson Children’s stays here to help the children of our region. That’s what really influenced my decision.”

During a hospital stay with her late husband, Al, in 1999, Jan decided to take a short break. An Amelia Island resident, she had always heard nice things about Wolfson Children’s but had never seen the facility firsthand. She was curious and knew that since she was so close, it was the best time for her to make a visit. She made her way to the children’s hospital and took herself on a short, self-guided tour.

Jan loved the feeling she got from the bright colors and friendly staff, not to mention the great care she knew the children were receiving while there. She had lost both of her children some years before but knew that if her grandchildren ever needed care, Wolfson Children’s would be where they would go.

After the death of her husband, Jan began to plan for the future. Since both of her children had predeceased her, one of the remaining items she needed to decide on is what she would do with her Amelia Island home upon her death. In 2009, she made a provision in her estate plan for her residence to go to Wolfson Children’s Hospital.

“I didn’t even know if they would accept a gift like this,” said Jan. “All I knew is that I was moved to support the health care of children in our community and hoped this could help.”

Gifts of real estate, property and even stocks create a meaningful legacy for Baptist Health and the patients and families served within the four adult hospitals and the region’s only hospital dedicated to serving children. But beyond the philanthropic purpose behind gifts like Jan’s, there is usually an additional financial benefit that comes from reducing the donor’s tax burden.

“It really saddens me when I think about how many sick children there are out there and how, many times, they need additional assistance outside of the medical care they are receiving,” she says. “I just hope that my gift can help the families of these children, giving them one less thing to worry about.”

Michael Aubin, FACHE

We are so grateful for Jan’s generosity. It’s important that our community knows that gifts like these stay here, to help the children of our region, and we couldn’t continue to provide the care we do without support like this.”

Michael Aubin
President
Wolfson Children’s Hospital

Jan with Donovin Darius,
DreamCoat Society member and
former Jacksonville Jaguar
Baptist Health Foundation gives a special title to groups that come together with the goal of raising funds for Wolfson Children's Hospital: Giving Circles. Every Giving Circle is unique and varies greatly in size and funding purpose. We work with all types of people on all kinds of events from lemonade stands, to toy drives, to large-scale athletic events.

We always welcome new Giving Circles and offer support from the beginning, assisting with idea generation to post-event follow up. Members of our Giving Circles become partners of Wolfson Children's and positively transform the lives of children in our community. Any gift makes a big impact.

Below is some information about recent and upcoming Giving Circles. For more information on any of the events below or for information on how to join or start your own Giving Circle, call 904.202.2919.

**Wolfson Children’s Challenge**

On February 1, ultra marathoners, ultra relay runners and 1-mile fun runners laced up their running shoes to raise funds and awareness for Wolfson Children’s Hospital. The annual challenge featured the running events, which included a 55-mile ultra marathon, entertainment from *The X-Factor* contestant, Jacksonville native and Wolfson Children’s patient, Rion Paige and other local musicians, while celebrating the lives of the Wolfson 55 children.

This year’s event raised more than $300,000 for a Nuclear Medicine SPECT/CT Camera and to start a technology support endowment. A portion of all gifts to the Wolfson Children’s Challenge will be matched by Baptist Health for the Wolfson Children’s Challenge Endowment.

**Smoking Clays for Kids**

On February 6, 164 participants took their best shot to raise funds for Wolfson Children’s Hospital and support of “Baby Ben’s room,” an ECMO treatment room which provides both cardiac and respiratory support to children whose hearts and lungs are severely diseased or damaged and are unable to work properly on their own. The annual sporting clays shoot, now in its third year, raised more than $50,000 this year.

Smoking Clays would like to thank their presenting sponsors: Adams Interior Contractors, Inc. and Batson-Cook Construction.

A portion of all gifts to this event will be matched by Baptist Health for the Pediatric Cardiac Intensive Care Endowment.

**Bass Tournament**

The 25th annual Wolfson Children’s Hospital Bass Tournament is scheduled for May 15-17 in Palatka, Fla. Over the event’s history, more than $2 million has been raised for Wolfson Children’s Hospital.

To learn more about the tournament, see page 2.

**Hike for Hope**

Wolfson Children’s patient, Matthew Taylor, is hosting his first event, Hike for Hope, on April 5 at 3 pm. This patient vs. celebrity flag football game will raise money for Wolfson Children’s Hospital’s rehabilitation department. Join Matthew, local celebrities and other Wolfson Children’s patients at The Bolles School Skinner-Barco Stadium for an exciting game and silent auction to benefit the region’s only children’s hospital.

To purchase tickets, call 904.202.2919.
…a program to help parents, grandparents, and other caregivers keep infants safe and secure during their first months.

Kohl’s Ready, Set, Sleep!

Northeast Florida has an infant mortality rate higher than the state or national rate. Kohl’s Ready, Set, Sleep is designed to address this concern because there is a lot you can do to help get your baby off to a healthy start!

Pediatricians recommend infants sleep on their backs, close to their moms, but in their own separate, safe sleep environment. Other recommendations include breastfeeding, getting babies’ immunizations, and knowing infant CPR.

If you need information about keeping your baby safe while sleeping or about other safety concerns for the first year, please visit our website, wolfsonchildrens.org/readysetsleep
Mrs. Betty Pickett Cook lived in Nassau County her whole life. After graduating from Callahan High School, she enrolled in St. Vincent’s School of Nursing in Jacksonville. She earned her nursing degree in 1947 and immediately went to work at the Nassau County Health Department. Quickly moving up the ladder, she became nursing supervisor and was eventually named the director of nursing for the health department, developing Nassau County’s first medical indigence plan which was later adopted by many other health departments throughout Florida.

After more than 30 years of service with the health department, Mrs. Cook retired in 1979, but that didn’t slow her down at all. Only three weeks into her retirement, she became the first female administrator for Nassau County. Soon after, the Governor appointed her to the Board of Trustees at Florida State College at Jacksonville, where she later became the first female to be elected Chairman of the Board. Mrs. Cook served on many other boards including the Baptist Health System Foundation Board of Trustees, Baptist Medical Center Nassau Board of Directors and the Florida State College at Jacksonville Foundation board. She served on the University of North Florida College of...
Health Dean’s Council and on The Gateway Council of Girl Scouts. She was also an active member of both The Greater Nassau and The Amelia Island-Fernandina Beach-Yulee Chambers of Commerce.

Mrs. Cook’s long history in nursing paired with her post-retirement work with multiple educational institutions gave her the strong desire to help enhance educational opportunities, as well as health care, available to the citizens of the community that she loved so much. Through multiple philanthropic gifts, she and her husband, William, hoped to ensure a bright future for residents of Nassau County.

William explained, “She was very loyal to our community. She wanted the best for it, especially in the health care and educational offerings.”

In 1997, she and William established an endowment with Baptist Health Foundation with the intention to fund the areas of most need within Baptist Medical Center Nassau, placing a strong emphasis on scholarships which would help health care professionals continue their education.

“She always gave back, in everything she did,” said her son, Bob. “That’s just the kind of person she was.”

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What is your Philanthropic Legacy?

Heaton Smith Group is a boutique legacy planning firm that works with Baptist Health Foundation and many of its donors to assist with their estate planning and to help them achieve their philanthropic objectives.

Baptist Health Foundation provides the services of Heaton Smith Group as a complimentary thank you to our donors. This confidential planning service has no products to sell and does not manage any money. Working with Heaton Smith Group is unique in that representatives have both technical expertise and relationship-building skills, while focusing on what you, the donor, hope to accomplish with the whole of your estate.

To learn more about Heaton Smith Group and how they can help you plan your legacy, go to foundation.baptistjax.com/heatonsmith

“One of the most attractive features that I found working with Heaton Smith was their ability and willingness to listen. Never once did I feel pressured to give to any particular organization.”

Richard Sisisky, President
The Shircliff & Sisisky Company
Baptist Health System
Board of Directors
Her independence was the last thing that Helen Meyer, 82, of Jacksonville wanted to lose. A retired auditor, she enjoys driving, visiting friends and family and all the other activities that make our golden years so bright. But, in the space of one year, all of it seemed as if it might slip away.

Helen fell four times during that year. The second fall broke her hip. She had to stop driving because she’d get confused and break down in tears. And struggles with her balance kept her confined to home.

“We thought this was it,” Helen’s daughter, Lee Votel, said.

Lee’s brother-in-law suggested they try Baptist Health’s AgeWell Center for Senior Health, and the difference, Lee says, is unbelievable.
“We have our old mom back,” Lee said.

AgeWell’s geriatrician, Marisol Lance, DO, and the center’s clinical pharmacist changed Helen’s medications and her life. Together, they were able to refine her list of medications, removing some that were affecting her balance and clouding her mind. She also worked with physical and occupational therapists to rebuild her muscles. She’s as strong as she has been in years.

Now Helen drives to lunch with her friends, breezes through Sudoku puzzles and prepares the Landon High School alumni newsletter again.

“It’s been truly amazing,” Lee said. “We took her back to her primary care doctor, and he couldn’t believe it.”

Lance believes that AgeWell can produce similar results for more of Northeast Florida’s seniors.

“Ms. Meyer is a wonderful example of what we expect to accomplish for many patients,” says Lance, who is also the center’s medical director. “Our model of care promotes seniors’ independence and quality of life. It puts the patient at the center of the health care team, and we work with them to achieve their goals for their lives.”

In addition to Dr. Lance, the AgeWell team includes rehab specialists, a clinical pharmacist, a clinical social worker, care coordinator and psychiatrist. They work with each patient to address their physical and emotional health and develop care plans that recognize each patient’s long-term goals.

The result is high-quality care that maintains functional independence, reduces unnecessary hospitalizations and improves quality of life for patients and their caregivers. But reimbursement from insurance providers and Medicare/Medicaid doesn’t cover the full cost of AgeWell’s team and its personalized approach to care.

Fortunately, the diverse team at AgeWell is receiving support from a wide-ranging group of Baptist Health donors. AgeWell’s philanthropic partners include patients, health care partners and local foundations. Together, these gifts make a powerful statement about the community’s generosity and interest in supporting the elderly.

For Linda Ferrigno, 66, and her husband, Vince, 77, of Jacksonville, AgeWell represents a choice between two stark realities. “We are at an age where we see people aging well and others aging not as well, and aging well is so much better,”
says Mrs. Ferrigno, who, with Mr. Ferrigno, is a member of AgeWell’s community advisory board. “And even though AgeWell is relatively young, we’ve already seen several people make dramatic turnarounds as a result of the care there.”

The couple’s first gift to AgeWell helped purchase equipment to test and improve patients’ balance. A recent gift established an endowment to support ongoing services in honor of Mr. Ferrigno’s mother, Marie Forte Ferrigno, on the occasion of what would have been her 100th birthday.

“We thought it was the perfect birthday present,” the Ferrignos agreed.

Brooks Rehabilitation is a multifaceted health care provider whose services span rehabilitative medicine including everything from inpatient care to home health. But like the Ferrignos, Brooks Rehabilitation has a very personal interest in the elderly. “Almost 80 percent of our patients are age 65 or older, and many of our elderly patients have disabilities or conditions that put them at high-risk for becoming frail,” says Brooks Rehabilitation CEO Doug Baer. “AgeWell is trying to accomplish everything we try to accomplish — improving independence and quality of life.”

Along with their financial support, Brooks Rehabilitation supports AgeWell’s model of care inside the walls of their own rehabilitation hospital, where a coordinator serves as a single point of contact for AgeWell patients and care providers from both organizations. “It’s a very tangible way for us to work together on each patient’s care, prevent unnecessary readmissions and improve each patient’s quality of life,” Baer says.

An interest in quality of life also inspired The Jessie Ball duPont Fund and The Community Foundation for Northeast Florida to support AgeWell. Both foundations are among AgeWell’s earliest supporters.

The duPont Fund’s gift helps fund AgeWell’s clinical pharmacist and lead care coordinator. The Community Foundation funds an outreach program that educates health care professionals and the general public about the unique health care needs of seniors. The program is on pace to train about 500 people by June 2014.

“Our grant continues a legacy that was established by two Jacksonville families, whose endowed funds with us are aimed at improving quality of life for older adults in Duval County,” says Kathleen Shaw, Vice President of Programs at The Community Foundation for Northeast Florida. “We’re proud of the results — for what they mean to seniors and to the legacy of our donors.”
The Foundation advances the health system’s mission through philanthropy and stewardship of gifts that enable Baptist Medical Center Jacksonville, Baptist Beaches, Baptist Nassau, Baptist South and Wolfson Children’s Hospital to continually serve patients and their families and support community health care needs.

The Foundation was established in 1985 to be the conduit for all of the fundraising activities that support Baptist Health. It is governed by a Board of Trustees and supported by many dedicated donors and volunteers. Volunteer groups raise money on behalf of the Foundation through Giving Circles and business partnerships. The Women’s Board, Patrons of the Hearts and the Wolfson Bass Tournament are affiliated with the Foundation and contribute to the health system’s overall fundraising efforts.

Baptist Health is changing health care for good and you can too.

Any gift of any size can help create a better future for our community’s health care. You may use the enclosed envelope in this issue of Faces of Philanthropy or make a gift online at foundation.baptistjax.com/givenow.

You can also contact Baptist Health Foundation. We have expertise in:

• planned giving
• corporate and retail sponsorships
• a variety of other philanthropic vehicles that help people and organizations realize their charitable goals in especially rewarding ways

A gift to Baptist Health is a gift to the community and our Foundation staff can help you contribute in a way that works best for you and your family.

If you would like to make a gift to Baptist Health Foundation, please contact:

Baptist Health Foundation
841 Prudential Drive, Suite 1300
Jacksonville, FL 32207
904.202.2919
foundation@bmcjax.com
foundation.baptistjax.com

THURSDAY, OCTOBER 23
TPC SAWGRASS
THE PLAYERS STADIUM COURSE

SHOTGUN STARTS
AT 8 AM AND 1:30 PM

Join us for The Classic, Baptist Health’s signature annual golf tournament which raises vital funds for all four adult hospitals and Wolfson Children’s Hospital through The Classic Endowment. Physicians, friends of Baptist, local and national companies and all who are interested in advancing health care in our community are invited to participate. This year marks our 25th anniversary, so the tournament will be more exciting than ever.

For sponsorship information, email foundation@bmcjax.com or call 904.202.2919.

A portion of all gifts to The Classic will be matched by Baptist Health for The Classic Endowment. For more information, please contact Baptist Health Foundation at 904.202.2919.
Baptist Health Foundation Board Retreat

The Baptist Health Foundation Board of Directors is an active group of community volunteers, all with one common goal: to promote the Foundation and Baptist Health throughout the communities we serve.

Board members provide oversight of the policies and procedures of the Foundation, advise staff on philanthropic opportunities, participate in philanthropic initiatives, all while cultivating, developing and maintaining relationships with the health system and potential donors.

Members of the Baptist Health Foundation Board of Directors met earlier this year for their annual retreat. During this meeting, members become engaged in the health system and are able to focus on planning for the future of Baptist Health Foundation.

Every two years, the new chair of the board is introduced. Mike Diaz, incoming chair, accepted the nomination and will lead the Foundation. Diaz says, “I know I have some big shoes to fill, but I’m excited to be chairman of the board. It’s an exciting time to be involved with Baptist Health.”

Baptist Health President & CEO Hugh Greene thanked previous board chair, Dennis Blackburn, for his time and service. “Dennis has provided extraordinary leadership in a time of transition for our Foundation, including his instrumental role in recruiting Pierre Allaire as our Chief Development Officer. His faithful commitment through the years has been invaluable in the fulfillment of our mission.”

“The last two years seemed to have flown by but have meant so much to me,” explained Blackburn. “During my time as chair of the Foundation, I have been privileged to be part of some very exciting things, including hiring of the Foundation’s new Chief Development Officer, Pierre Allaire, expansion of the Foundation’s endowment through the matching gifts program, and completion of the comprehensive capital campaign planning study to name just a few. I know the new Chairman of the Foundation, Mike Diaz, will provide strong leadership in moving the capital campaign and the Foundation forward and that many exciting things are on the horizon. I feel very fortunate to have played a part in the leadership of the Foundation.”

In addition to the board meeting agenda, members attended a workshop to learn about the implementation of a new “Grateful Patient” program which will engage physicians, administration and volunteers to help identify patients who are interested in supporting the hospitals philanthropically and guide them through the process of making a gift. The session was led by The Advisory Board, a global research, technology, and consulting firm which works with Baptist Health to assist with performance improvement, providing data from research, best practices and training services.

At this year’s retreat, six new members were also inducted:

Martha Frye Baker

Residing in the beaches community for 20 years, Martha is an active community volunteer, serving on the Jacksonville Zoo and Gardens Executive Committee, The Community Foundation of Northeast Florida board, The Cummer Museum of Art & Gardens board and the Christ Episcopal Church Foundation board. She is also a member of the Women’s Board of Wolfson Children’s Hospital, the Women’s Giving Alliance and the Beaches Habitat Advisory Council.

Originally from North Carolina, Martha Frye Baker graduated from Davidson College and received her master’s degree from Duke University. She enjoys spending time with her husband, Thompson (Tom) S. Baker, II, and their three children.
Poppy Clements

Jacksonville native Poppy Clements serves on the City Year Jacksonville Board and is immediate past Florida Forum Chair for the Women’s Board of Wolfson Children’s Hospital.

Poppy attended high school at the Taft School in Watertown, Conn., and received her bachelor’s degree from Vanderbilt University and a Master of Science in Education from Wheelock College. She is married to Rob Clements, and they have four children: Ann, Curry, Ross and Phoebe.

Jefferson R. Edwards, III, MD, FACS

A strong advocate for improving his patients’ quality of life, Jefferson R. Edwards, MD, is a board-certified general surgeon with North Florida Surgeons. He is a member of the American Society of Breast Surgeons and a participant in the Mastery of Breast Surgery program. He is past president of the Jacksonville Chapter of the American College of Surgeons, an active member of Rotary and volunteers with the American Cancer Society.

A graduate of the University of Virginia for both his undergraduate and medical degrees, Dr. Edwards completed his internship in surgery and his residency in general surgery at the Medical University of South Carolina in Charleston. When not in the operating room, Dr. Edwards enjoys spending time with his family, rooting for the Jacksonville Jaguars, flying and boating.

Art Graham

Former City Council Member of the City of Jacksonville and of Jacksonville Beach, Art Graham was appointed to the Florida Public Service Commission by Governor Charlie Crist and Governor Rick Scott. He is also Commission Chairman, past chair of the North Florida Transportation Planning Organization and vice president of the Northeast Florida Regional Council. An active member of the National Association of Regulatory Utility Commissioners (NARUC), Art serves on the Committee on Water.

Art received a bachelor’s degree in chemical engineering from the Georgia Institute of Technology in Atlanta. He is also a 2001 graduate of Leadership Jacksonville and a 2008 graduate of Leadership Florida.

Pamela Rama, MD

Former Chief of Staff at Baptist Medical Center Beaches, Pamela Rama, MD, is employed by Baptist Heart Specialists. With a special interest in preventative cardiology and women and heart disease, she is the medical director of the Baptist HeartWise Prevention Program and the Cardiac Rehabilitation Program. She was awarded the Health Award by the Women of Color Cultural Foundation and was recognized as one of the 75 most influential people in Jacksonville Healthcare by Jacksonville Magazine. She also received a most Outstanding Alumni Award for community service by her alma mater.

Born and raised in the Philippines, she graduated from the University of the Philippines and received her doctor of medicine from the University of the East MMC. She finished her residency in internal medicine at the Roger Williams Hospital and completed her fellowship in cardiovascular disease at Brown University. Dr. Rama is married to Dr. Virgilio de Padua and has four children.

Kent Stermon

Chief Operating Officer at Total Military Management (TMM), Kent Stermon is active in the community, serving on the Business Advisory Council of the University of North Florida’s Coggin College of Business. He is a former board member of the Boys & Girls Club of Northeast Florida and Dreams Come True. He was named in Jacksonville Business Journal’s Top 40 Under 40 and CFO of the Year.

Kent graduated from Georgia State University with a bachelor’s degree in finance. Before joining TMM, he was the corporate controller at Hodco and prior to that, was divisional controller at Flowers Foods, where in 2001 he became the youngest person in 25 years to hold a director level title in a Fortune 1000 company.